

ATTACHMENT ONE

NOTES MARICOPA ASSOCIATION OF GOVERNMENTS TELECOMMUNICATIONS ADVISORY GROUP STRATEGIC PLANNING FACILITATION AND BRAINSTORMING SESSION

A Strategic Planning Facilitation and Brainstorming Session was held on February 28, 2002. Prior to the session, Rita Walton gave a presentation on the MAG Work Program and the currently funded projects. These include the Regional Videoconferencing System, Regional Connections, and the Regional Community Network Study, already underway. In addition, three projects are already funded from previous MAGTAG requests. These three projects, the Regional Telecommunications Strategic Plan, Outreach to Underserved Populations, and Additional Sites, are in the FY2002 MAG Work Program. Due to the timing on the completion of the Regional Videoconferencing System, these projects are being carried forward to FY2003. Ms. Walton suggested that setting criteria for implementing these projects should be a priority for MAGTAG in the next year in addition to any other prioritized items identified by MAGTAG.

Yvonne Clark, from Arizona Department of Transportation, introduced herself and explained the facilitation session. Each member present gave their ideas on what they would like the Telecommunications Advisory Group (TAG) to work on in the next 18 months. The facilitator wrote down the ideas. Then the group voted on which items were most important. Results were gathered and the top 5 topic areas were discussed. Heidi Pahl told the group that she would create a table from the list of brainstorming ideas. Jim Hull suggested that at the next TAG meeting they group all of the ideas from the brainstorming session, as many of them may interrelate.

Each TAG member was given one red dot and three green dots. The red dot was to be placed by the highest priority item and the green dots by other items of importance. Results from the prioritization are in the table below.

Prioritization	Brainstorm Ideas
	Top 5 Priorities
4 red 6 green	TAG Role/Influence - Educate modal groups - TAG member type - TAG representation at modal group meetings. What is TAG's role in MAG? How can TAG communicate to modal groups?
4 red 5 green	Market the RVS - Create marketing working group - Coordinate marketing efforts with power brokers in community
9 green	Best Practices of Member Agencies - Ongoing Best Practices Forum Best Practices - City web sites
4 green	Improve Process for Peer Sharing with other Councils of Governments and within MAGTAG meetings - especially outcomes

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Prioritization	Brainstorm Ideas
4 green	Digital Divide Regional Connections, Outreach to underserved populations, kiosks, link with human services Density Analysis - Broadband Availability - More Studies on the Digital Divide in Arizona
1 red 3 green	E-Government - Portals and Kiosks - TAG's role
	Other Prioritized Ideas
2 green	Homeland security - What funding is available from them?
1 green	Technology Sharing between cities - decrease costs, MAG facilitate
1 green	Web casting to a broader group (Outreach)
1 green	Collect, Review, Align city codes relative to telecommunications - for consistency
	Other Ideas Not Yet Prioritized
	E-Payments White Paper or Checklist - What makes it work?
	Web Page links among MAG members, etc.
	Cell Towers - Coordination by Providers
	Comprehensive MAG conducted salary survey and job description of technology workers
	Regional Community Network (RCN) Study - Examine deficiencies from surveys
	Listserv or Forum - TAG collaborative communication processes
	Evaluate/Bring Information - Periodic Updates of What Others are Doing
	Criteria for Already Funded Projects - RTSP, Outreach to Underserved Populations, and Additional Sites
	How does new telecommunication infrastructure get planned?
	State of the Art - not only what but how State of the Practice
	Peer review report - sharing, collect info available elsewhere, do not reinvent the wheel
	USDOT Proposal - ITS Security with RCN - Form working group

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Prioritization	Brainstorm Ideas
	Telecommunication infrastructure coordination with waste water, sewage, etc.
	MAGTAG - Intelligent Transportation System (ITS) Sharing
	Assess Risks regarding Homeland security “locally” eg. GIS sensitive info - identify
	Best practice: use of RVS - scheduling, marketing
	Further roles of MAGTAG - GIS standards New role to keep moving forward re: standardization

Following the Facilitation and Brainstorming Session, Randi Alcott volunteered to Chair the Regional Videoconferencing System (RVS) Marketing Group and John Imig volunteered to be on the Marketing Group.